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FOR IMMEDIATE RELEASE

Quitting Smoking is #2 New Year's Resolution

New Year's Challenge, "Can you quit?" Yes you can. Help is here.

(Phoenix, AZ, Dec. 22) – Quitting Smoking is the #2 New Year's Resolution behind losing weight. **4 million Americans made the choice to stop smoking last year.** Is this your year to quit? Quitting is hard work. It takes determination, planning and support...all things offered at the Maricopa County Tobacco Use Prevention Program (MACTUPP).

Research indicates that adult males have the highest rates of tobacco use. White males smoke more than any other ethnic group, followed by African-American and Latino males. White females also have high smoking rates, but the overall women's population shows lower smoking rates than their male counterparts.

"The New Year's holiday is a great time for people to start over and take positive steps to improve their lives," said Connie Weare, MSW, cessation team lead for MACTUPP. "Our tobacco cessation program acknowledges that smokers need a network of support from family and friends to help them quit. We want them to realize they don't have to do it alone. While many people do try to quit by themselves, strategies that employ a combination of nicotine replacement therapies and counseling seem to have the best success."

Here's how to do it. Make a plan and write it down!

- 1- Call Maricopa County's free professional help line 602 372-7272. Classes are **FREE**.
- 2- Ask your doctor or pharmacist about new prescription drugs.
- 3- Use quitter's aids like the nicotine patch, gum or lozenge.
- 4- Set a quit date and stick to it.
- 5- Use a support network of family and friends.
- 6- Find ways to deal with the stress and cravings, like exercise or a hobby.
- 7- To cope with cravings, use the 4 D's. Take deep breaths. Drink lots of water. Do something else. Delay reaching for a cigarette.

Weare adds that **free** classes and professional help are available by calling **602 372-7272**. Nicotine Replacement Therapy (gum, patches and lozenges) is offered at 50% off retail prices.

About Maricopa County Tobacco Use Prevention Program (MACTUPP)

MACTUPP provides leadership, education and support to all residents, communities and businesses to create tobacco-free environments. MACTUPP offers free smoking cessation classes throughout the valley where participants learn techniques to help them quit, receive support needed to be successful and also receive 50% off nicotine replacement therapy. For more information, please call **602-372-7272** or visit our website at <http://www.mactupp.org>.

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